

DON'T PAY THE COLLEGE STICKER PRICE!SM

PROGRAM DESCRIPTION

For many families college tuition is the largest expense they will ever face. To make matters worse, the escalating pace of tuition inflation has become downright terrifying. Fortunately, you don't have to tackle this daunting challenge alone. The college financial aid system, which includes scholarships, grants, student loans and tax-saving opportunities, was designed to help relieve this expensive burden. This beneficial system provides relief for *all* parents—not just low or moderate-income families.

Unfortunately, most families stumble uninformed into the college planning years, lacking the proper knowledge to take advantage of these financial opportunities. These ill-equipped families end up paying much more than necessary for their children's college education. This is why it's important to realize that the financial aid system won't come knocking at your door. You must take the initiative to learn the ins and outs of the system.

The program will introduce the three key areas of opportunity to reduce the overall cost of a college education. The presentation will focus on strategies to maximize need-based financial aid eligibility, target the right colleges for merit-based financial aid, and exploit tax-saving opportunities. Armed with this understanding and knowledge of the college aid process, a college education may become more affordable and less of a financial burden.

ABOUT THE SPEAKER

Joe Orsolini is an expert in college planning as he profoundly understands all the intricate ins and outs of the college financial aid system, college savings plans and educational tax breaks. Joe specializes in serving the unique financial needs of parents who plan on their children attending college. He draws from many years of experience assisting families of all income levels with financial aid forms, college savings, and tax preparation.

Joe, a Certified Financial Planner (CFP[®]), holds a Bachelor of Science degree in finance from Bradley University. He is a former chapter president of the Independent Accountants Association of Illinois. Joe is a member of the National Financial Aid Practitioners Alliance and National Institute of Certified College Planners.

As a respected authority on college planning, Joe's work has been featured in a variety of media outlets including Kiplinger's *Safe Investing*, the CLTV News program - *Your Money*, *Chicago Parent* magazine, *Savingforcollege.com* and WLS 890AM radio. He has spoken to numerous groups and organizations with his program - *Don't Pay the College Sticker Price!*SM

***For further information or to schedule a presentation contact
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